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*Flying Grace*

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Welcome  
to my



Solution:

Unleash Your Inner Stylist with

# Myntra's AI-Powered Virtual Closet

Empowering You to Discover Your Unique Style

## Introducing Your Personalized Style Sanctuary:

*Myntra's Virtual Closet is your one-stop style hub. Upload your clothes for personalized outfit recommendations. "My Closet" stores your wardrobe items, while "My Wishlist" lets you design your dream garment and find similar styles on Myntra. Unleash your inner stylist and shop smarter!*



## MY CLOSET:

- Upload photos of your existing wardrobe.
- Our intelligent AI analyzes your clothing, identifying styles, colors, and patterns.
- Effortless Outfit Inspiration:

**Struggling to match that perfect accessory?**

Simply upload a specific item (e.g., a red t-shirt) and receive personalized recommendations for complementary pieces (e.g., caps) available on Myntra.

## MY WISHLIST *Reimagined:*

- **Spotted a dress you love, but wish it had full sleeves?**
- No problem! Utilize our tag-based system to specify your desired modification (e.g., color, pattern, sleeve length)
- Our AI will then generate a mock-up of your ideal garment and curate similar styles from Myntra and add the image to the wishlist.



# Gen Z oriented platform shopping experience

Newness, Trends & value across all touchpoints on app oriented towards 'YOU'

- Trend-Centric Recommendations
- On-App Shopping



*Forget adulting woes, Gen Z's got a different kind of struggle: fashion fatigue. Sure, there are endless clothes online, but finding that perfect piece that screams "you" feels like searching for a unicorn. And forget about creating fresh looks with your existing wardrobe – it's a constant battle against outfit repeats and major FOMO.*

## Here's the breakdown:



**Outfit Inspiration MIA:** *Staring at a closet full of clothes but feeling uninspired? Finding that perfect accessory to complete your look feels like a mystery with no solution.*

**Dream Outfit Dead End:** *Spotted that killer dress online, but wish it had those statement sleeves you've been obsessing over? Tough luck! There's no way to find exactly what you crave.*

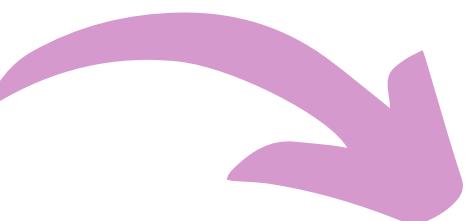
**Squad Style Struggle:** *Shopping with friends is supposed to be fun, but keeping track of everyone's tastes and avoiding outfit clashes is a logistical nightmare!*

*Sharing finds and collaborating on looks feels impossible!*

**The Result?** A shopping experience that's more frustrating than fun. Gen Z deserves better

*There's a solution waiting to be unlocked .....*





# Myntra's AI-Powered Virtual Closet

fwd ✓ BECOME INSIDER >

Search for brands and products

NEW TOPS T-SHIRTS BOTTOMS DRESSES

School-Boy Sh Xplore Rock The Comeback Of Bermuda Sh.

fwd ✓ Minis Stores Trends Manya

## MY CLOSET your existing wardrobe

Filter caps

Filter white t-shirt

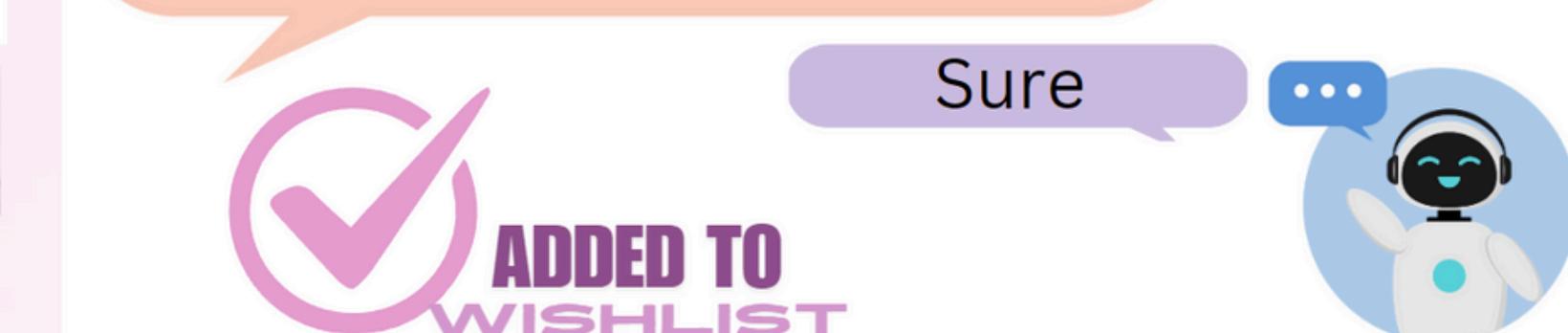
### personalized Recommendations

Filter Earrings

## MY WISHLIST

ITH SLEEVES

### Hey can you remove the sleeves



Unleash Your Inner Stylist

Welcome  
to my



Your Fashion Crew:

# Shop Smarter with Squad Sharing

Myntra: Where Fashion Meets Friendship

## Squad up and style up with Myntra's social features!

Connect with friends and see what inspires them.

Create friend groups to share outfit ideas and shop together virtually.

Collaborate on a group closet, avoid outfit clashes, and discover new faves - all within the app!

### Connect with Friends:

Seamlessly connect with existing friends on Myntra (opt-in system).

See *What's Hot with Your Squad*: Gain personalized recommendations based on your friends' public preferences (with privacy controls).

### Squad Goals: Shop Together Virtually

Create Friend Groups: Form private groups for friends, family, or special occasions.

Shared Inspiration Boards: Collaborate on a virtual space to share styles, articles, and wishlists.

### Group Virtual Closets:

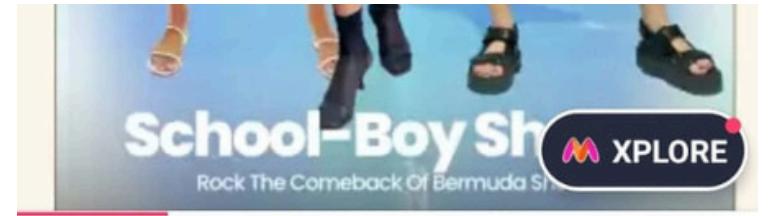
Contribute and browse items within your group's closet, sparking new outfit ideas and avoiding outfit clashes.

### Privacy & Control:

Define What You Share: Choose the information you share with friends (e.g., hide specific categories).

Manage Recommendation Influence:

Control how much friends' picks influence yours (toggle with options like "Strong," "Moderate," or "No Influence").



fwd Minis Stores # Trends M Manya

Profile

Manya !

Unlock Free Shipping and Earn Supercoins by becoming an Insider

Know More

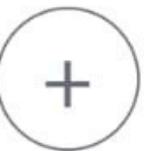
M iNSIDER



Shopping for Manya



Manya



Add



Friends



Groups

Basics >

Size Details >

Skin & Hair >

Orders >

Insider >

# Level Up Your Style Game: Unleash the Power of Myntra!

Gen Z, ditch the fashion frustration! Myntra's got your back with features that turn shopping from a chore into a style adventure.

## BENEFITS & WOW FACTORS

### IMPROVED ONLINE SHOPPING EXPERIENCE THROUGH SOCIAL INTERACTION:

#### Shop Together Virtually:

Shop with your squad! Create groups, share styles, get feedback & buy together - shopping fun just got upgraded.

#### Collaborative Inspiration Boards:

Collab with your squad! Share styles, finds, & wishlists - fashion inspo & streamlined shopping, all in one place.

#### Group Virtual Closets:

Borrow outfit ideas and avoid outfit clashes! Browse items within your group's closet, sparking new looks and keeping everyone on-trend.

### ENHANCED RECOMMENDATIONS & TREND AWARENESS:

#### Dress Like a Stylist:

Unleash your inner fashionista with our AI-powered virtual closet.expand\_more It analyzes your clothes, recommending perfect matches and trendsetting styles you'll love.

#### Effortless Outfit Inspiration:

Stuck in a style rut? Upload any item and get instant suggestions for complementary pieces, creating flawless outfits with ease.

#### Squad Style Inspo:

See what your friends are loving! Gain personalized recommendations based on their public preferences, letting you discover the latest trends together.

### INCREASED SALES & CUSTOMER SATISFACTION WITH AI

#### Generated Mockups:

*Dream It, See It:* Wish it was different? Tag your edits & our AI creates your dream garment!

#### Find Your Perfect Match:

Based on your mock-up, the AI curates similar styles available on Myntra, making it easier than ever to find exactly what you're looking for.

## WOW FACTORS:

#### Uniqueness:

Myntra's AI-powered virtual closet and friend request features are not currently offered by major competitors. This sets Myntra apart and positions it at the forefront of innovative shopping experiences.

#### Be a Trendsetter, Not a Follower:

Myntra's AI virtual closet and social shopping features are revolutionary. We're pushing the boundaries of fashion, making shopping fun, and helping you discover your unique style.